



Auxiliary Services

Summer Semester Highlights

FY 2009-10

October 20, 2009

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- **Rosalind R. Meyers**, associate vice president, Auxiliary Services, and **Gisele Bennett**, director, Research, Georgia Tech Research Institute, are co-chairing the Georgia Tech Strategic Planning Theme, *Establish and Use Best-in-Class Administrative and Business Practices and Processes*.
- **Auxiliary Services** held its Summer Workshop with its directors and associate directors, celebrating customer service successes from its Annual Customer Satisfaction Survey and planning on how best to increase satisfaction in other programs.
- The **Student Center Flicks on 5th** set attendance records with a total of 11, 111 attending the six outdoor movies.

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- **Stamps Health Services** partnered with **Georgia Tech Auxiliary Technical Services** and the **Office of Organizational Development**, creating an efficient, customer service-oriented process to help incoming students send up-to-date immunization records before arriving on campus for orientation.
- In its 13th year in operation, **Housing's Conference Services** set records in bed night accommodations with 58,000; there were guests from all continents but Antarctica.
- **Auxiliary Services** signed three contracts with business partners, **Barnes & Noble** (bookstore), **Sodexo** (dining services) and **Groome Transportation** (transportation services).

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- **Housing's Freshman Move-in Program** won a Board of Regents Team Silver Award for Outstanding Customer Service.
- **Barnes & Noble @ Georgia Tech** sales changed; new textbooks increased 7%; used textbooks decreased 14.6%.

In the News . . .

- **Rosalind R. Meyers**, associate vice president, Auxiliary Services, was appointed to the National Association of College Auxiliary Services Certification Board to develop a national certification program for Auxiliary Services professionals.

- **Michelle Cohen**, health educator, Health Promotion, a unit of Stamps Health Services, and **Shan Baker**, Women's Center Supervisor, presented *Using the Health Belief Model to Promote the HPV Vaccine to Students: A Collaborative Campus Effort* at the American College Health Association Annual Meeting, May 26-30.



- **Georgia Tech Cable Network** received 2009 Telly Awards - Bronze Award, On The Flats - *The Virginia Game* and On The Flats - *The Florida State Game*.

- **GT Dining** received an "A" on **The College Sustainability Report Card**, stating "Georgia Tech spends 40 percent of its food budget on local foods. Dining services composts all pre- and post-consumer food scraps."

- **Melissa Moore**, Director of Communications, Auxiliary Services, was elected NACAS South Vice President.

- Three Auxiliary Services' employees received Employee of the Month honors: **Carol Burney**, Parking & Transportation (May), **Renardo Williams**, Housing (June), and **Gabriel Peal**, Parking & Transportation (July).

Rosalind R. Meyers (above center) is pictured with some of the 1,800+ students who attended the Caribbean Night festivities, the night before classes started on Sunday, Aug. 16, in the Student Center.

Programs

Administration



GEORGIA TECH STRATEGIC PLAN

Rosalind R. Meyers, associate vice president, Auxiliary Services, and **Gisele Bennett**, director, Research, Georgia Tech Research Institute, are co-chairs of one of the nine Strategic Planning Themes - Establish and Use Best-in-Class Administrative and Business Practices and Processes. The committee for this Strategic Planning Theme met during the summer preparing and gathering information to ensure business practices and processes are covered in the next Strategic Plan.

AUXILIARY SERVICES SUMMER WORKSHOP

Auxiliary Services department directors and associate directors met, celebrating successes conveyed in the annual Auxiliary Services Customer Satisfaction Survey and presenting plans to improve areas that did not score as well. Departments offered suggestions to each other and action items were created.

NEW EMPLOYEE ORIENTATION (ONBOARDING)

Wanda Budaj, human resources manager, Auxiliary Services, began a New Employee Orientation Program to welcome “onboard” all new Auxiliary Services employees. The program ensures employees have material and knowledge necessary to be a successful member of the Auxiliary Services team. Complete with a video of Auxiliary Services departments, the onboarding program is presented to all new Auxiliary Services’ employees.



During the Auxiliary Services New Employee Orientation Program, all new Auxiliary Services employees see a video, explaining Auxiliary Services’ campus role .

GRADUATE SGA EXECUTIVE RETREAT

Rich Steele (director, Student Center) and **Melissa Moore** (director, Auxiliary Services Communications) attended the Saturday afternoon (July 11) Graduate Student Government Executive Retreat, discussing Auxiliary Services, the Student Center and possible graduate student partnering opportunities, including the Graduate Student Picnic.

AUXILIARY SERVICES BUZZFUNDS

Auxiliary Services awarded BuzzFunds to these organizations during Summer Semester:

- Executive Round Table
- Grad SGA Picnic
- Internship Program
- Multicultural Programs
- Team Buzz
- Welcome Back Event

Student Center



Programs

Flicks on 5th sets records

While only four of the nine Student Center committees sponsored events during the summer, the ones they presented were quite popular. **A total of 53 events were attended by 11,680 people**, an increase from the previous summer with 51 events and 8,927 people.

Flicks on 5th, sponsored by the Movie Committee, enjoyed the highest attendance total in its five years of existence with 11,111 people attending the six movies screened. The two most popular films were *Slumdog Millionaire*, with a record-setting 3,441 people in attendance and *I Love You, Man* with 3,007 people.

Previously, the highest attended movie was 2008’s *Superbad* with 2,010 people.

Options Classes saw a jump in participation with a 200 percent increase from 2008. More classes contributed to the increase with 35 courses vs. 13 in 2008.

Other Student Center Program attendance included:

Operating Areas

	# of patrons		
		Network Gaming	2,755
Craft Center	1,932	Multipurpose Area	1,476
Music Listening Room		Table Tennis	419
	4,085	Front Area (computers)	
Total	6,017		870
Recreation Areas		Tech Rec Rental	541
Bowling	1,438	Total	9,206
Billiards Tables	1,707		

Services



Stamps Health Services

Electronic Immunization Verification Process

Stamps Health Services partnered with **Georgia Tech Auxiliary Technical Services** and the **Office of Organizational Development**, creating a proactive process informing students of the importance of having their immunization records at Health Services prior to the students arrival for orientation. In the past, all students received an immediate “hold” on their records and were unable to register for classes if their immunization documents showing complete, up-to-date vaccinations were not on file at Health Services. A series of electronic announcements via e-mail and online web sites created more awareness of this issue than had been given in the past. It was a tremendous success both in time saving for students and Health Services staff as well as customer service to students.

Housing

Conference Services sets records



Housing's Conference Services had one of its most successful years in its 13-year history, documenting record-setting numbers in bed night accommodations (58,000) and in average bed nights per guest (nine). Between June 1 and July 27, the nightly occupancy average was 978 beds.

There were 55 individual programs with 35 unique groups (clients), representing thousands of events, meetings, parking permits, recreational activities and more than 100,000 meals through the dining halls and catering. These numbers included a variety of groups, e.g., the National Puppetry Festival and the Diakonia World Assembly. Participants from every continent with the exception of Antarctica were represented.

In 2008, Conference Services started the Intern Lodging Program, which it continued this summer with more than 30 students staying at Georgia Tech while interning at local businesses. In addition, Conference Services began its Departmental Extended Lodging

Program, housing 238 guest students while they studied and conducted research for Georgia Tech departments.



GT Dining

Meal Plans sold during the summer for fall semester saw an overall increase of 8.7 percent from the previous year (5,474 vs. 5,035). Voluntary meal plans jumped in popularity with an increase of 16.2 percent from 2008 (2,877 vs. 2,476). 'The Ramblin' 200 and 400 declining balance meal plans continued to be popular with the 400 more than doubling in sales from 2008 (672 vs. 334).

Post Office

Changes/Savings

Due to the mandated budget reductions, the **Student Center Post Office** re-organized its departmental mail pickup/delivery schedules. Approximately 50 percent of campus departments have been reduced to one pickup and delivery each day.

The Post Office also began a cost-saving program, using a presort vendor to reduce the cost of outgoing departmental letters and flat mail, speeding delivery times and saving money for campus departments.

The Post Office added two package processing stations, expediting incoming packages and reducing wait times at the package pickup counter.

Contracts/License Agreement

After extensive Request For Proposal processes, Auxiliary Services signed contracts with three business partners.

- July 1 - Bookstore - Barnes & Noble
- July 1 - Dining Services - Sodexo
- July 10 - Transportation Services - Groome Transportation

On Aug. 3, **Waffle House** and **Georgia Tech** finalized a license agreement to operate a restaurant at Technology Square with an anticipated opening scheduled for spring semester 2010.



Facilities

Reinvestment & Usage

Construction and renovation projects during Summer Semester included:

- Parking deck repairs, including structural inspection and upgrades were started. The **Student Center Parking Deck** underwent structural upgrades; other decks, including Curran and North Campus had concrete repairs; waterproofing and sealant repairs have been scheduled.
- **Dunkin' Donuts**, in the Student Center Food Court, finished construction for a fall semester opening.
- **Freeman, Fitten, Montag** are the next three residence halls scheduled for renovation, including four-pipe HVAC (heating, ventilation and air conditioning) upgrades and two elevators for convenience and Americans with Disability Act (ADA) compliance.
- **GT Dining** received upgrades, including installation of a new mop sink on the Student Center third floor catering kitchen; the Food Court kitchen and Burger King area received new grouting; Woodruff Dining Hall got Ardex flooring and bakery floor repairs.

Housing Stats

Housing managed student residence hall registration and opened fall semester with a 99.59 percent occupancy rate with only three no-shows out of 7,920 students. Without a mandatory requirement that all freshmen live on campus, a substantial 96.55 percent of Georgia Tech freshmen chose to live in Georgia Tech Housing (2,568 out of the 2,660 freshman enrollment as of 9-4-09).

Parking & Transportation



Parking & Transportation introduced a pilot evening transportation service for students traveling from campus to two nearby communities,

Home Park and Centennial Place Apartments. This service gives students a safe, alternative method for transportation to these neighborhoods between the hours of 6 p.m. and 6:30 a.m., Monday - Friday. A 10-ride punch card may be purchased from Parking & Transportation to be used for trips. FY 2010, Parking & Transportation sold 9,253 annual parking permits.



Pictured above is President G.P. "Bud" Peterson carrying a refrigerator for a student as the student moves into one of the Freshmen Residence Halls. Housing's Freshmen Move-in Program won the 2009 Silver Customer Service award from the University System of Georgia Board of Regents. Housing coordinates eight groups to make the Freshman Move-in a customer service success. Housing, Parking & Transportation, Georgia Tech Facilities, Georgia Tech Police, Residence Hall Association, Residential Network (ResNet), Greek Affairs and Administration are the groups involved.

Barnes & Noble @ Georgia Tech



BARNES & NOBLE
@ GeorgiaTech

Barnes & Noble @ Georgia Tech created an orientation initiative

including a useful marketing folder/brochure with fun



facts about textbook buying and places to list important phone numbers and store helpful flyers, bookmarks, etc. Summer textbook sales increased and decreased, depending on new or used status. New textbook sales increased 7 percent from 2008; used textbook sales decreased 14.6 percent.

BuzzCard BuzzCard
eMarketplace
sold 262 Options Class registrations
and 27 Take a Prof to Lunch meals.

